30 March 2000

The Elements of User Experience

A basic duality: The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.

Concrete Completion Web as software interface Web as hypertext system Visual Design: visual treatment of text, Visual Design: graphic treatment of interface Visual Design graphic page elements and navigational elements (the "look" in "look-and-feel") components **Interface Design:** as in traditional HCI: **Navigation Design:** design of interface elements to facilitate the user's movement design of interface elements to facilitate Navigation Design Interface Design user interaction with functionality through the information architecture **Information Design:** in the Tuftean sense: **Information Design:** in the Tuftean sense: Information Design designing the presentation of information designing the presentation of information to facilitate understanding to facilitate understanding **Interaction Design:** development of Interaction Information time **Information Architecture:** structural design application flows to facilitate user tasks, Design Architecture of the information space to facilitate defining how the user interacts with intuitive access to content site functionality Functional Specifications: "feature set": Content Requirements: definition of Content Functional detailed descriptions of functionality the site content elements required in the site Specifications Requirement must include in order to meet user needs in order to meet user needs **User Needs:** externally derived goals User Needs: externally derived goals for the site; identified through user research, for the site; identified through user research, User Needs ethno/techno/psychographics, etc. ethno/techno/psychographics, etc. Site Objectives: business, creative, or other Site Objectives: business, creative, or other Site Objectives internally derived goals for the site internally derived goals for the site information-oriented task-oriented Abstract Conception

This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.

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